

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

**Minutes
Thursday, October 15, 2015
Taft Building, Suite 600
1680 Vine Street**

Officers and Directors Present

Monica Yamada, President, CIM Group, Inc.
Leslie Blumberg, The Fonda
Joseph D'Amore, CRC Entertainment Inc.
Darcy Derler-Judd, Robertson Properties Group
Mark Echeverria, Musso & Frank Grill
Evan Kaizer, Sieroty Company, Inc.
Chad Lewis, Klein Financial Corporation
Galo Medina, Comprehensive Financial Services
Frank Stephan, Clarett West Development
Mark Stephenson, Hollywood United Methodist Church
Alyssa Van Breene, DDD-Hollywood/Gower Co., LLC
David Green, Nederlander Organization
Michael Gargano, Argent Ventures, LLC

Absent

John Tronson, Vice President, Tronson Investment Group
Jan Martin, Secretary, AMDA
John Lyons, Avalon Hollywood/Bardot
Brian Johnson, Loews Hollywood Hotel

Staff

Kerry Morrison
Joseph Mariani
Matthew Severson
Devin Strecker
Ginnie Gallo

I. CALL TO ORDER – Monica Yamada

The meeting was called to order at 4:12 p.m.

II. OPEN FORUM

There were no comments for public forum.

III. APPROVAL OF MINUTES

It was moved by Evan Kaizer, seconded by Joseph D'Amore, and CARRIED to approve the minutes from the 9-17-15 meeting. Unanimously approved.

V. TREASURER'S REPORT – Kerry Morrison

a. September 30 Statement: Kerry Morrison and Monica Yamada presented the September 30 financial statement. It was pointed out that there are some refinements that are needed to the reports, and a face to face meeting with the new accountant, Gurseyn Schneider, will occur between now and the next board meeting. The board was presented with a balance sheet, an income statement and a consolidated budget variance to review. Yamada reported that the intent is for the Finance Committee to receive and review a more complete budget package on a quarterly basis (which they did for the period ending 9/30/15). There were no significant budget aberrations to report.

It was moved by Evan Kaizer, seconded and CARRIED to approve the Treasurer's Report.

b. 2016 Budget Preparation: Monica Yamada reported that the Finance Committee had an initial conference call in order to begin reviewing the budget for 2016. Morrison reported that the budget proposal will be brought to the full board for their review and adoption at the November meeting.

c. Insurance: Morrison reported that the quote for renewing General Liability, Excess Liability, Directors & Officers, and an excess insurance policy had been presented by the insurance company and bound. The good news was that this year, after two years of rate increases for excess D & O coverage, the rates had moderated. This year, an excess D/O policy for \$2M was secured, in addition to the core policy of \$3M.

VIII. COMMITTEE AND ACTIVITY REPORTS

A. Streetscape and Planning – Mark Echeverria and Matthew Severson

1. Scramble Crosswalk – Kerry Morrison reported that the city is planning to implement a scramble crosswalk at Hollywood & Highland on the weekend of November 15. The city has asked for the community's cooperation by enlisting volunteers to help educate pedestrians about the scramble. Morrison reported that she reached out to BuzzFeed, BiteSize TV and the Jimmy Kimmel Show to see if they would be interested in producing a short video feed, which could be humorous and informational, in order to help educate the public.

2. Ivar improvements – Matthew Severson gave a report on the current conditions of Ivar Street, south of Hollywood Boulevard and north of Selma Avenue. Existing conditions include numerous dead trees and tree grates/guards that have been damaged beyond repair. Staff proposed enhancing the streetscape along Ivar by planting new trees and removing the existing tree grates/guards.

It was moved by Mark Stephenson, seconded by Chad Lewis and **CARRIED to approve an expenditure of \$5,000 from the DWP grant for tree well work on Ivar, south of Hollywood Blvd and north of Selma Avenue.**

3. Besley Triangle Celebration – Morrison reported that the resolution approved by the board at their September meeting had been presented to the council office. Councilmember Mitch O’Farrell will present Sarah Besley with the commendation resolution on Thursday December 3, at the La Brea median. Afterwards, there would be a celebration lunch. The board was asked to hold onto this date.

4. Walk of Fame star placement – Morrison briefed the board on an issue that had surfaced this past year with respect to the placement of WOF stars. In some instances, stars are placed too close to the property, which limits the ability of property owners accommodating sidewalk dining. Some property owners had expressed dismay that their tenants would be unable to secure a revocable permit because stars had been located in such a way that their street furniture would either cover, or be too close to a star. She asked if the board would like to have a further conversation about this, and to possibly request that property owners be notified of the star’s placement in advance. The board asked for further information and a briefing by the Chamber and/or Walk of Fame Trust relative to this issue.

5. YPI grant application – Matthew presented information about a place making grant that the Youth Policy Institute is seeking from Project for Public Spaces and Southwest Airlines. The purpose would be to activate some or all of the bump-outs that exist along Hollywood Blvd. These are the same bump-outs that were the focus of a grant request submitted by HPOA staff earlier this year to the Great Streets Program. The board agreed to support the letter if an addition was made to acknowledge that the HPOA would negotiate an arrangement to allow for maintenance reimbursement of the bump-outs under this grant.

It was moved by Evan Kaizer, seconded by Chad Lewis and **CARRIED to submit a letter to support the YPI grant application to activate the bump outs on Hollywood Blvd.**

6. Maintenance problem solving – Matthew reported on the results of the Clean Street luncheon, where staff met with maintenance team to discuss issues and challenges they are having. Staff developed a spreadsheet which identifies strategies on how to best problem solve maintenance issues. Problems include dog waste, illegal use of sidewalk trash cans, and dumping.

B. Festival Working Group

Kerry Morrison and Devin Strecker updated the board on the progress made toward the November Music + Arts Festival. A draft schedule was distributed showing hour-by-hour events planned over the four day festival. Severson reported on two pop-up public art installations planned for the festival. Morrison reported that the media partnership with KCRW was

consummated, and the initial \$10,000 buy was augmented by an additional \$8,000 in trade owing to several opportunities the festival will take to promote KCRW's role. With special appreciation to John Lyons and his team at Avalon, a banner was installed this week on the north-facing wall promoting the festival. Additionally, Crescent Heights/Palladium Residences sponsored the installation of two cross-street banners on Sunset Blvd. A social media campaign has been developed by Haines and Co, and all Festival partners are being asked to take advantage of the special logos and templates.

Morrison presented a budget summary, showing that between the direct budget costs for the Festival, shared with the Sunset & Vine BID, will run approximately \$43,000. She expressed the need for a volunteer coordinator and asked all the board members to help reach out to restaurants to secure discounts for button-wearing festival-goers.

She also reported that she is awaiting a quote on event insurance, and had to speak directly with someone connected to the underwriter to explain that the HPOA is not directly organizing or controlling anything that goes on at a venue. She is keeping our consultant, Steve Romine, involved.

With respect to 2016, she asked the board to consider reaching out to their contacts in the world of entertainment and promotion. Next year, it would be advantageous to have a professional produce this festival. Ideally, as is the case with so many BIDs across the county, a nonprofit event subsidiary could be created that could accept the proceeds for the event, and channel some of those funds back into the community.

C. Marketing and Communications

1. Logo – Devin Strecker briefed the board on activities associated with developing a new logo. The HED logo was first created in 1996. Haines and Co, who successfully created a new brand image and logo for the BID's web presence, Only in Hollywood, presented several options for both Hollywood and Sunset.

Strecker handed out a document which presented four final logo treatments and asked the board to vote on their #1 and #2 choice. He said that the Sunset Board had undergone a similar exercise two nights ago, and that the goal is to marry the two choices into logos that complemented each other. Staff asked for permission from the board to proceed with a logo design pending their vote and comparison with the SVBID vote, in order to develop a consistent treatment. The board assented to that approach.

D. Security – John Tronson, Kerry Morrison

1. Technology improvements at LAPD Hollywood Division – Joe Mariani briefed the board on a plan initiated by Deputy Chief Girmala and Captain Zarcone to update some of the technology features at Hollywood Division. The Hollywood Police Support Association is raising money for some of the improvements. However, both BIDs have been asked to consider extending the cable link from the Detectives room to the Watch Commanders office to allow the WC to not only view, but manipulate the cameras that have been installed in both BIDs.

Mariani presented a proposal from Metro Video for \$5,631.15 to accomplish this task. The actual bid had just arrived on Tuesday. Because there are 10 cameras between the two BIDs and nine are in the HED, the costs would be divided proportionately. The Sunset BID had already agreed to pay their 1/10th share at their Tuesday meeting.

It was moved by Mark Stephenson, seconded by Frank Stephan and **CARRIED to allocate \$5,068.03 from the Security Contingency budget to link the nine HED cameras to the Watch Commander's office.**

2. Homeless issues update – Morrison updated the board on the homeless situation in Los Angeles. With respect to the increase in homelessness and encampments throughout the city, the City Council declared a state of emergency on September 22. Yamada reported that a draft letter has been created and will be sent to the Mayor, on behalf of the board, requesting a face to face meeting to discuss this issues.

Morrison also reported on a very productive meeting held with state assembly representative Richard Bloom and Councilmember Mitch O'Farrell on September 24. The Assembly member was given a tour of the encampments that have sprung up in the BID. Then six stakeholders, three from Sunset and three from Hollywood, were invited in to talk with the elected officials. A representative from State Senator Ben Allen's office also participated. Mark Echeverria was one of the Hollywood participants, and he shared his observations from that meeting.

3. Signs to aid enforcement efforts -- Morrison reported that she recently purchased several dozen "no trespassing" signs, which would be available for property owners. Additionally, LAPD requested help installing signs in several parking lots throughout both BIDS where they encounter people drinking in parking lots before and after attending adjacent nightclubs. Morrison received a bid on creating 40 signs warning of Municipal Code Section 41.27(d). The cost is \$1,600 to purchase 40 signs.

It was moved by Chad Lewis, seconded by Mark Echeverria and **CARRIED to approve the expenditure of \$1,600 from the Security Contingency budget to purchase signs to deter loitering and drinking in public for installation in key parking lots in the District.**

D. Nominating Committee – Morrison reported that the Nominating Committee would be working on formulating a slate of officer candidates for consideration by the board at their November annual meeting. Anyone interested in serving in this capacity is encouraged to reach out to John Lyons, who is serving as chair, or the other two members, Michael Gargano and Greg Beck.

Further, Yamada announced that board member Jan Martin has submitted a letter of resignation due to her need to tend to businesses in New York. However, she would be willing to return in the New Year if there is an opening. The Nominating Committee will take this up after they get through the annual meeting.

VII. Staff Report

A. Office Move Update: Joe Mariani gave an update on the progress of the build out in the new space on Hollywood Blvd. He presented an update on expenses v. budget. Mariani thanked John Lyons and Joe D'Amore for their suggestions to identify some more economical furniture solutions. In fact, staff drove to Orange County to pick up 30 used office chairs for the new conference room.

B. Morrison updated the board on the status of public records requests made by Mr. Adrian Riskin.

C. IDA – The staff thanked the board for the opportunity to attend the International Downtown association conference in San Francisco and presented a power point presentation called "Ten Things We Learned at IDA SF."

VIII. Next Meeting: The next meeting will be held November 19, 2015.

IX. Adjournment: The meeting was adjourned at 6:00 p.m.